

# Notice



## Identification

Reference Number: 22031181  
 Request ID: 13-79466  
 Date First Offered: 09/10/2013  
 Title: CEO Advertising Communications Agency RFP

Agency Reference Number: 79466  
 Agency: CEO - Commerce and Economic Opportunity  
 Purchasing Agency: CEO - Commerce and Economic Opportunity  
 Purchasing Agency SPO: Cindy Krebs

Status: Published

## Overview

### Description and Specifications:

The Department of Commerce and Economic Opportunity (DCEO) is giving notice of intent to award a contract to J. Walter Thompson (USA), Inc. for "CEO Advertising Communications Agency RFP" (Reference number 22031181). The State has determined that they are the most responsive, responsible and lowest cost vendor. The cost has been deemed fair and reasonable. The blended hourly rate for services is \$151.53/hour.

The bid contained at 10% BEP Goal. J Walter Thompson (USA), Inc. has met this goal with sub-contractors.

Contract start date is an estimate. Actual start date will be no sooner than last signature on contract or execution, whichever occurs last. In no event shall it be prior to all procurement requirements having been met.

This solicitation was not set aside for small businesses.

## Key Information

Notice Type:	Contract Award Notice
Published:	12/02/2013
Notice Expiration Date:	12/16/2013
Professional & Artistic:	No
Small Business Set-Aside:	No
Does this solicitation contain a BEP or DBE requirement?:	Yes
Relevant Category:	General Services
Total Amount of Award:	\$77,771,972.00 (Total Dollar Value Only/Includes Any Renewal Options)
Estimated/Actual Value Description:	The total amount of the award is estimated. The blended hourly rate for services is \$151.53/hour.
	Estimated Value Description: Original Term
	(January 1, 2014 to December 31, 2016) \$46,663,183.20
	1st Renewal
	(January 1, 2017 to December 31, 2017) \$15,554,394.40
	2nd Renewal

(January 1, 2018 to December 31, 2018) \$15,554,394.40

Length of Initial Term: 36  
 Contract Begin Date: 01/01/2014  
 Contract End Date: 12/31/2016  
 Renewal Terms: 2

TOTAL \$77,771,972.00

**Bidder(s)**

Number of Responding Bidders: 3  
 Number of Unsuccessful Responsive Bidders: 1  
 Total Number Awarded: 1

Listing of All Bidders/Offerors Considered But Not Selected:

Starmark International

Source Selection: RFP

**Vendor(s) Selected for Award**

Vendor Name	Amount of Award	BEP Goal %	DBE Goal %
<u>J Walter Thompson (USA) Inc.</u>	\$77,771,972.00	10%	0%

**Notice Contact**

Name: Rick Rogers  
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 State: IL  
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**Class Code**

Class Codes: E130 EDP; Programming Services  
 S100 Advertising Services  
 S380 Management; Consulting; & Public Relations (non-EDP) Services  
 X011 PRINTING; Misc. Commercial

**Attachments**

To download file(s), click on filename(s) located below. Not all Notices will have files to download.

File Attachments: